

PORTUGUESE TOURISM TRENDS AFTER SEPTEMBER 11
PORTUGAL
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The week after September 11th Portuguese air travel dropped 80 percent. Most people cancelled or postponed their airline tickets for either business or pleasure travel. One month after 09/11, trends changed but air travel remained at a reduced rate by 30%.

Portuguese travellers prefer now to travel inside the country for pleasure and abroad only when necessary. The fear of travel exists although Tour Operators, Travel Agents and Airlines have joined forces and are doing great efforts in regaining confidence among Portuguese travellers.

U.S. Airlines that do direct flights from Portugal to the U.S., have reduced the number of flights per week, but flights continue to be fully booked. Prices for travelling to the U.S. are attractive and curiosity of visiting the U.S. is greater than the fear of travelling.

Statistics for 2001 are not yet available but 2000 statistics for US arrivals ranked Portugal 7th out of 30 Western European countries and 46th worldwide. In 2000 a total of 86,333 entered the United states. This represents an increase of 8.7% compared to the previous year.

Tourism dropped in the first three months after the September 11 attacks, but overall tourism increased in Portugal during 2001 by about 8%.

CS Lisbon will continue its efforts to promote the U.S. as a tourism destination. We will organize media familiarization trips and will aim to have an American Pavilion at the 2003 Portuguese Tourism Trade Show which will take place in Lisbon in January 2003.